A SURVEY OF TOURISTS SATISFACTION AND BEHAVIOR CASE STUDY: INTERNATIONAL TOURISTS IN DAMNOEN SADUAK FLOATING MARKET

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Abstract—The purpose of this paper was to study Tourists' satisfaction case of Tourists who attended and shopped in Damnoen Saduak Floating market (Ratchaburi province) in order to improve service operation of Damnoen Saduak Floating market to serve tourist's need to impress them. The researcher used the marketing mix as a main factor that affect to tourist satisfaction. This research was emphasized as quantitative research as 400 of questionnaires were used for collecting the data from international tourists around Damnoen Saduak Floating market that questionnaires divided in to 3 parts as a personal information part, satisfaction of marketing/ services and facilities and suggestion part. After collecting all the data that would be processed in statistic program of SPSS to use for analyze the data later on The result is described that most of international tourists satisfied Damnoen Saduak Floating market in the level of 4 as more satisfaction for example friendly staff, Damnoen Saduak Floating market information, price of product, facilities and service by the way, the environment of Damnoen Saduak Floating market is the most satisfaction level.

Keywords— Damnoen Saduak Floating market, Satisfaction, Thailand tourism, Marketing mix, Tourists.

I. INTRODUCTION

TOURISM industry in Thailand is very attractive for tourists around the world to pay attention to both aspects of the arts and culture that lead to Thailand is the most popular travel destination for tourists around the world. The number of tourists increase dramatically in each year until this year 2017 there are approximately 30 million tourists visited Thailand ,moreover [1] it is the industry generating many relevant business as, in each year, it can generate income into the Country in foreign currency for hundred billion Baht. The Tourism Authority of Thailand (TAT) forecasts the tendency of tourists who would travel to Thailand in 2018, total million tourists, generating income approximately 2.0 trillion Bath. . Most of them come to Thailand in order to learn the way of Thai life, Thai art and Thai culture. [8] Furthermore, a lot of tourists intend to visit Thailand because they want to find and buy products that refer to the lifestyle of Thai people as well as quality and reasonable price. Damnoen Saduak Floating market where is known as "Talad Num" which is the source of a wide range of shopping for both Thai people and international
tourists. It is the most well know of floating market in the world (Wikipedia, 2008) to collect product items from around the region throughout the country. [2] There are a variety of products which has the low prices but well quality. There are more than 1,000 panel shopthat divided into 27 product types. There are approximately 100,000 people come to shop and averaged 50 million Baht spread out within a week because they are attracted to buy a wide variety of products such as carvings, Hand-made goods, antiques products, pet and food, etc. Amazingly, the tourists are able to buy and negotiate the price of products with the vendors directly.

Not only the tourists are able to get the good quality and cheap products but also they can travel to meet and experience the atmosphere and the environment within which it is not the same as the elsewhere market around the world Due to, [3] the tourists will learn the way of Thais sell products, [13] lifestyles and ways that people simply enjoy the great hospitality where everyone is friendly to tourists. This significant point will lead to both Thais and international tourists were impressed by the tourism and shopping at Damnoen Saduak Floating market. However, the lists of tourists are increasing every year to reflect the preferences of different groups of tourists. This study was conducted in order to determine the satisfaction of the tourists who come to visit and shop at Damnoen Saduak Floating market [4]. This paper work is established to figure out the factors that result on international tourists who want to make a purchase and visit Damnoen Saduak Floating market in order to lead to eventually an academic study[5]. Usefully, most of tourist organization and Damnoen Saduak Floating management can use this study to improve and make a management plan to serve both Thais and international tourists appropriately in the future.

II. OBJECTIVES

Survey of Tourists Satisfaction and Behavior Strategies Case Study: International Tourists in Damnoen Saduak Floating market having objectives of this research as follows:

A. To study the history and physical characteristics of tourists that effect to selling in Damnoen Saduak Floating market.
B. To find out the satisfaction of tourists that relate to the services and facilities available and staff within Damnoen Saduak Floating market.

III. RESEARCH METHODOLODY

The samples of the research were 400 tourists shopping at Damnoen Saduak Floating market during 1-31 January 2016. This research was quantitative research[6]. A questionnaire was constructed, used as a tool to collect data and combined with three parts as follow:

Part 1: Personal data: sex, age, nationality, income and travelling expense
Part 2: Satisfaction towards the using product and service of Damnoen Saduak Floating, facilities, staffing during they took the time in Damnoen Saduak Floating market.

Part 3: Opinion and suggestion to improve the shopping period.
The data from the questionnaire was to verify the authenticity and integrity [7]. The researcher analyzed data by importing the data into the code to process the data from the computer by using a statistical program used to calculate the static and hypothesis testing as prescribed. The confidence level of 95% is using the hypothesis in the analysis of correlation coefficients Pearson (Pearson's Correlation) [8].

IV. RESULTS AND DISCUSSION

The research revealed that there were 200 male and 200 female answering for the questionnaire. Most of them were more than 25 years old and lived in Europe and USA [9]. They had got information about Damnoen Saduak Floating market as the place that combines the reasonable price of shopping product. The research showed that the tourists' satisfaction was at high level in all aspects. However, some suggestions such as less English information used in the area of Damnoen Saduak Floating market, no English leaflet, inadequate information during the shopping time. [10] The result will help to improve operation service of Damnoen Saduak Floating market strategies to serve tourists' satisfaction and therefore improve Thailand tourism policy.

The results of the data analysis are presented that the data were collected and then processed in response to the problems posed in chapter 1 of this study. Then the results will be seen as the bellowing

TABLE I
GENDER OF INTERNATIONAL TOURISTS

	Frequency	Percent
Malee	227	55.1
Female	173	44.9
Total	400	100.0

As show in the table 1, there were male tourists 212 people as 55.1% and 173 female tourists as 44.9%

TABLE II
AGE RANGE OF RESPONDENTS

	Frequency	Percent
Below 20	158	37.1
20 - 30	47	12.2
31 - 40	60	15.6
41 - 50	19	4.9
Above 50	116	30.1
Total	400	100.0

As show in the table 2: the most respondents were below 20 years old as 37.1% and then above 50 years old were 30.1 % whereas the least were 4.9 % as the age during 41-50

TABLE III
THE NATIONALITY OF RESPONDENTS

	Frequency	Percent
English	42	10.9
German	38	9.9
Switzerland	24	6.2
Japanese	41	10.6
Chinese	66	13.2
Hollander	25	6.5
American	37	9.6
India	34	8.8
Russia	39	10.1
Korean	31	8.1
Italian	23	6.0
Total	400	100.0

As show in the table, Chinese tourists were the most respondents as 13.2% then English 10.9%, Japanese 10.6%, Russia 10.1%, German 9.9%, American 9.6%, India 8.8%, Korean 8.1% Switzerland 6.2% while the least respondents were Italian tourists as 6%.

TABLE IV
THE EDUCATION OF RESPONDENTS

	Frequency	Percent
PRIMARY SCHOOL	88	22.9
SECONDARY SCHOOL	15	3.9
HIGHSCHOOL	176	41.8
BACHELOR DEGREE	37	9.6
MASTER DEGREE	80	20.8
Other	4	1.0
Total	400	100.0

As show in the table, high school group was the most respondents as 41.8% and then primary school 22.9%, master degree 20.8%, bachelor degree 9.6%,

secondary school 3.9% and other 1%

TABLE V
THE OCCUPATION OF RESPONDENTS

	Frequency	Percent
GOVERNMENT OFFICER	173	44.9
OWN BUISINES	2	.5
STUDENT	147	38.2
PRIVATE COMPANIES	32	8.3
Other	31	8.1

As show in the table, government officers were the most respondents as 44.9% and then student 38.2%, private companies 8.3% other 8.1% and own business 0.5%

TABLE VI
INCOME OF RESPONDENTS

	Frequency	Percent
No reply	171	40.5
Below 1,000	14	3.6
1,001 - 3,000	14	3.6
3,001 - 5,000	54	14.0
More than 5,000	147	38.2
Total	400	100.0

As show in the table 6, 40% of respondents didn't want to tell their income on the other hand, their were 38.2% of respondents who got more than 5,000 US dollar a month, 14% of respondents who got during 3,001 – 5,000 US dollar, 3.6% of respondents who got 1,001 – 3,000 US dollar and below 1,000 US dollar a month.

TABLE VII
RESPONDENTS KNEW DAMNOEN SADUAK FLOATING MARKET

	Frequency	Percent
no	8	2.1
Yes	392	97.9
Total	400	100.0

As show in the table 7, 97.9% of respondents knew Chatuchak weekend market on the other hand, 2.1% of respondent didn't know about Chatuchak weekend market .

TABLE VIII
SOURCES OF INFORMATION ABOUT DAMNOEN SADUAK FLOATING MARKET

	Frequency	Percent
Brochures/ advertising/ billboard	25	6.5
Radio/ TV	104	27.0
Internet	253	61.8
others	18	4.7
Total	400	100.0

As show in the table 8, internet is the most respondents use information as 61.8%, and then radio/TV as 27%, Brochures/ advertising/ billboard as 6.5%, other sources as 4.7%.

TABLE IX
FREQUENCY OF COMING TO DAMNOEN SADUAK FLOATING MARKET

	Frequency	Percent
Never	340	84.4
1 time	26	6.8
2 times	23	6.0
3 times	4	1.0
More than 3 times	7	1.8

As show in the table 9, 84.4% of respondents is the first time, 1 time as 6.8%, 2 times as 6%, 3 times as 1%, more than 3 times 1.8%.

TABLE X
SATISFACTION OF DAMNOEN SADUAK FLOATING MARKET'S PRODUCT AND SERVICE

	N (Statistic)	Mean (Statistic)	Std.Deviation (Statistic)
friendly (staff)	400	3.88	.559
Enthusiastic (staff)	400	3.92	.440
question (staff)	400	3.73	.766
information	400	3.69	.777
recommendation	400	3.89	.640
systematic	400	3.85	.867
period	400	3.99	.398
translation	400	3.93	.702
Environment	400	4.31	.762
price	400	3.86	.926
Tstaff	400	3.79	.594
Tprocess	400	4.09	.755
Tfacilities	400	4.31	.671
Tservice	400	4.01	.623
Valid N (listwise)	400		

TABLE XI
FREQUENCY OF COMING TO DAMNOEN SADUAK FLOATING MARKET IN TERM OF NATIONALITY

Nationality	Never	1 time	2 times	3 times	More than 3 times	5 times	Total
English	38	2	2	0	0	0	42
German	29	2	4	2	1	0	38
Switz	21	1	2	0	0	0	24
Japanese	36	3	1	0	1	0	41
Chinese	43	5	0	2	1	0	66
Hollander	22	0	3	0	0	0	25
American	30	5	2	0	0	0	37
India	27	4	3	0	0	0	34
Russia	32	2	3	0	1	1	39
Korean	27	2	2	0	0	0	31
Italian	20	0	1	0	1	1	23
Total	325	26	23	4	5	2	400

TABLE XII
SOURCES OF INFORMATION ABOUT DAMNOEN SADUAK FLOATING MARKET IN TERM OF NATIONALITY

Nationality	Brochures / advertising/ billboard	Radio / TV	Internet	others	Total
English	0	11	21	10	42
German	9	18	11	0	38
Switz	4	4	16	0	24
Japanese	2	9	30	0	41
Chinese	0	16	33	2	66
Hollander	1	6	18	0	25
American	1	11	25	0	37
India	0	8	26	0	34
Russia	2	9	26	2	39
Korean	3	5	20	3	31
Italian	3	7	12	1	23
Total	25	104	238	18	400

CONCLUSIONS

From the all results they can be seen that their were more male international tourists than female[11].

Moreover, both age as below 20 and above 50 years old were the most tourists in Damnoen Saduak Floating market as totally 68.2%. it assume that they were family group because they might be parents and kids came together to visit Damnoen Saduak Floating market. Anyway, the age during 41 – 50 years old, there were just 4.9% who came to visit Damnoen Saduak Floating market [12] so that Damnoen Saduak Floating market management team should more focus on this group and increase more advertising to motivate this group come to Damnoen Saduak Floating market

Chinese, India, Korean and Japanese tourists were the most Asian tourists came to visit Damnoen Saduak Floating market totally[13] as 40.7% whereas, there were 6 European nations as English, German, Switzerland, Hollander, Russia, Italian that totally was 49.6%. Obviously, [14] Damnoen Saduak Floating market was well known and famous for European tourists. Furthermore, there were just 9.6% of American tourists hence[15], management team of Damnoen Saduak Floating market should motivate more in American tourists group.

In term of educational, [16] the most tourists graduated high school as 41.8%. moreover the tourists graduated bachelor and master degree 30.4%. it mean that most of international tourists were high educational[17].

It is interesting that most of international tourists were government officer and students visit to Damnoen Saduak Floating market [18] then it assume that most of them were high educational and had got Damnoen Saduak Floating market information before they came to visit on the other hand there were just 0.5% as the tourists who has got there old business. It might be that they have no enough time to travel.

To sum up, [19] it can be expended that most of international tourists satisfied Damnoen Saduak Floating market in the level of 4 as more satisfaction for example friendly staff, Damnoen Saduak Floating market information, price of product, facilities and service by the way, the environment of Damnoen Saduak Floating market is the most satisfaction level. Eventually, Damnoen Saduak Floating market [20] weekend market management team should increase more information and media to motivate international tourists especially, American tourists and the tourists who have their own business. It lead Damnoen Saduak Floating market market to be more famous for international tourists than this time.

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